

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department – Tourism Promotion – Professional fees for managing Public Relations and other related activities – Sanction of Rs.7,77,156/- (Rupees Seven Lakhs Seventy Seven Thousand One Hundred and Fifty Six Only) – Orders – Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 681

Dated 03-09-2013.
Read the following:-

1. G.O.Rt.No.496, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No.555, YAT & C (PMU) Department, Dated: 15-07-2013.
2. G.O.Rt.No.498, YAT & C (PMU) Department, Dated: 25-06-2013.
3. From M/s. Adfactors PR Private Limited, Mumbai, Letter Dated:18-07-2013.

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ORDER:

In the reference 1st read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for '**A.P. Tourism**' in key source markets in India and Abroad w.e.f. 23-05-2013 with an amount of Rs.93,25,880/- & Rs.77,52,840/- including of all taxes respectively. Accordingly, in the reference 2nd read above, orders were issued sanctioning an amount of Rs.7,77,156/- to M/s. Adfactors PR Private Limited, Mumbai towards professional fees for managing Public Relations and other related activities for the period from 23-05-2013 to 22-06-2013.

2. In the reference 3rd read above, M/s. Adfactors PR Private Limited, Mumbai has submitted bill for an amount of Rs.7,77,156/- towards monthly professional fees for managing Public Relations and other related activities for the period of 23-06-2013 to 22-07-2013 and requested to release the payment.

3. Government, after careful examination of the matter, hereby sanction an amount of Rs.7,77,156/- (Rupees Seven Lakhs Seventy Seven Thousand One Hundred and Fifty Six Only) to M/s Adfactors Advertising, Mumbai towards professional fees for managing Public Relations and other related activities for the period from 23-06-2013 to 22-07-2013.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses".

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank Name	:	Standard Chartered Bank
Bank Brach	:	M.G. Road, Fort, Mumbai
Bank Account No.	:	2250 6046 075
IFSC Code	:	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU – Claims) Department.
M/s. Adfactors Advertising, City Hall, Oasis Complex, Kamala Mills Compound,
Pandurang Budhkar Marg, Lower Parel (W), Mumbai – 400 013.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER